

Rep Order# 6829900 Ver# 1 Mod# 0 Status Confirmed  
FCID Vac

1 of 4

Shoo  
Shoo

## Showing Buylines: All Lines

## Lines

אדרת קדשו של ר' יוסי בר' זעירא

STANISLAV KSN V-1 V LAS VEGAS, NV.  
AUSTRIAN ( ) HELPER FOR SENATE

3799 K

Sales Office ( ) PHILADELPHIA

Product HELLER FOR SENATE

WASHIN

Salesperson ( ) AMY MCCREARY

**Start Dates**

Salesperson Phone# 215-568-6540

Phone#

118 Weeks

Salesperson FAX# 213-368-1845

Fax#

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— CONKLAK COMMENI —

Rep Order# 6829900 Ver# 1 Mod# 0 Status Confirmed EC'd Yes

Traffic Order# 103575 Last Received: Printed: 06/26/2012 4:00 PM

Showing BuyLines: All Lines

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Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) HELLER FOR SENATE  
Product HELLER FOR SENATE  
Estimate# NEIL WILLIAMS  
Buyer Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA SVCS  
3299 K STREET NW SUITE #200  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 08/29/2012 - 09/04/2012  
Hiatus Weeks

LT Lin Day Time Program  
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Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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11	TH-F	12P-1230P	Buyline Comment: NEWS	:30	\$425.00	08/30-08/31	2	1	2	\$850.00
12	M-TU	12P-1230P	Buyline Comment: NEWS	:30	\$425.00	09/03-09/04	2	1	2	\$850.00
13	M-TU	5P-630P	Buyline Comment: NEWS	:30	\$1,000.00	09/03-09/04	4	1	4	\$4,000.00
14	W-F	5P-630P	Buyline Comment: NEWS	:30	\$1,000.00	08/29-08/31	6	1	6	\$6,000.00
15	W-F	7P-730P	Buyline Comment: WHEEL	:30	\$1,000.00	08/29-08/31	3	1	3	\$3,000.00
16	M-TU	7P-730P	Buyline Comment: WHEEL	:30	\$1,000.00	09/03-09/04	2	1	2	\$2,000.00
17	M-TU	730P-8P	Buyline Comment: FACE	:30	\$800.00	09/03-09/04	2	1	2	\$1,600.00
18	W-F	730P-8P	Buyline Comment: FACE	:30	\$800.00	08/29-08/31	3	1	3	\$2,400.00
19	TH	11P-1135P	Buyline Comment: NEWS	:30	\$1,100.00	08/30-08/30	1	1	1	\$1,100.00
20	M	11P-1135P	Buyline Comment: NEWS	:30	\$1,100.00	09/03-09/03	1	1	1	\$1,100.00
21	SA-SU	11P-1135P	Buyline Comment: NEWS	:30	\$1,100.00	09/01-09/02	2	1	2	\$2,200.00

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Showing Buylines: All Lines

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Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) HELLER FOR SENATE  
Product WASHINGTON, DC 20007  
Estimate# NEIL WILLIAMS  
Buyer Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA SVCS  
3299 K STREET NW SUITE #200  
WASHINGTON, DC 20007  
Agency C/P/L/P2/E Flight Dates 08/29/2012 - 09/04/2012  
Hiatus Weeks

Rep Firm PHILADELPHIA  
Sales Office ( ) AMY MCCREARY  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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22	SA	6A-7A			:30	\$350.00	09/01-09/01	1	1	1	\$350.00	

Buyline Comment: NEWS

23 SA-SU 5P-630P :30 \$650.00 09/01-09/02 2 1 2 \$1,300.00

Buyline Comment: NEWS

24 SU 7A-8A :30 \$625.00 09/02-09/02 1 1 1 \$625.00

Buyline Comment: SUN TODAY

25 SU 1130P-12A :30 \$400.00 09/02-09/02 1 1 1 \$400.00

Buyline Comment: SPORTS NIGHT

**—REPORT TOTALS—**

Report Totals: 50 / \$37,100.00

**—SALES MONTHLY TOTALS—**

Sep 12: 50 / \$37,100.00

Sales Totals: 50 / \$37,100.00

Station Totals: 50 / \$37,100.00

Lines not sent/rclcd/rtrn: 0 / \$0.00

**—COMPETITIVE—**

Market	Totals	CATV	KBLR	KINC	KLAS	KSNV
		0%	0%	0%	36%	23%
		KTNV	18%	KTCW	KVLY	KVUJ
		XXXX	0%			15%

**—COMPETITIVE COMMENTS—**

NEW ORDER  
EST SHARES

Books  
Demos

JUL112  
RA35+

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Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

— CREDIT RISK —  
CASH IN ADVANCE